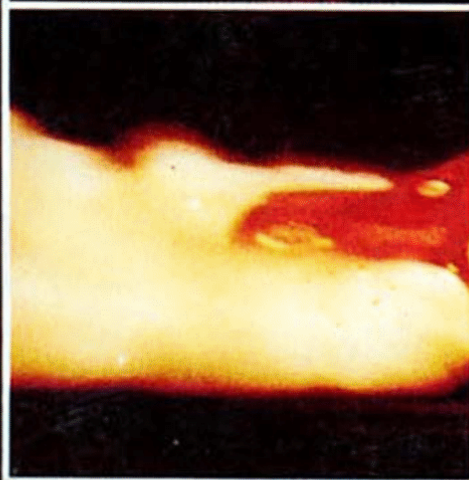
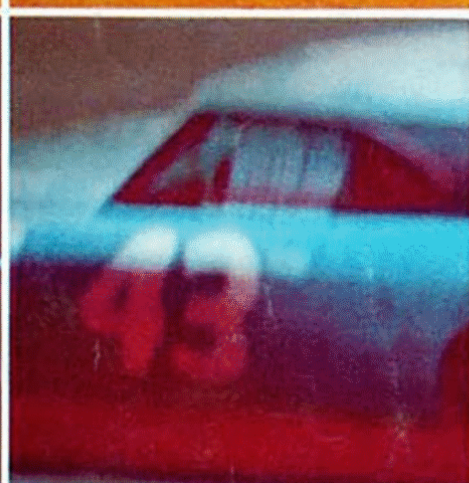
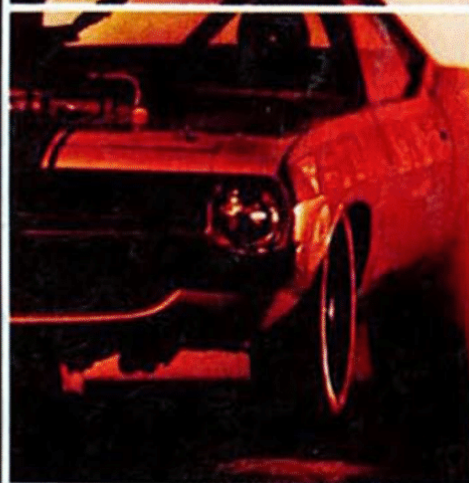




**Coming
Through.**



The Rapid Transit System. Or, everything goes.

First there was the car... next evolved the "Supercar"... then came THE SYSTEM.

Plymouth's Rapid Transit System. The ultimate answer to the performance enthusiast's search for a complete high-performance program.

The System. It's more than a big motor, fat tires and a straight line. Almost anybody can build a machine like that. What the system does differently, is come through with everything connected to high performance. Puts it all together. And winds up producing some of the best stockers that have ever rolled off an assembly line.

The 1971 Rapid Transit System. You'll find some changes, but the formula still calls for the same basic ingredients. Because the RTS still means things like racing experience. Riverside to Daytona. Indianapolis to Talladega. Road courses. Ovals. Strips. It still means high-performance centers. With hot cams, special wheels, carbs, headers, etc. All located so you can get to them. Fast.

RTS still means high-performance information. How to tune, modify, set your machine up for your kind of driving. It's still run by performance people. Who dig machines. Build 'em. Race 'em. Take 'em apart, and bolt 'em back together.

And above all, the Rapid Transit System means cars. Specifically: Road Runner, 'Cuda, GTX, Duster 340 and Sport Fury GT.

The Rapid Transit System 1971. It was inevitable. It's here. And it's coming through for you.

What's new in the System for '71? Since last year at this time, the System has added many victories to its already impressive win record. Not to mention SuperBirds, a factory Trans-Am effort or technical advances like 16-plug Hemi heads for our professional drag cars.

As far as the hardware we are offering this year is concerned, there have been several important advances.

Road Runner and GTX, for example, sport all-new bodies. Riding on a 115 in. wheelbase, these streamliners boast of a rear track nearly 3 in. wider than last year—the result, even better handling than ever. And that's just the beginning for Road Runner and GTX are also coming through with: • Flush door handles and ventless side glass • Totally new interior designs • Sun roofs • "Tuff" steering wheels • Functional air grabber hoods • And the list goes on and on.

Duster 340 is coming through with several important new features for 1971. Not the least of which is the incorporation of a huge Carter Thermo-Quad carb onto our 340's already well endowed breathing system. Plus, Duster 340 comes through with: • New front-end styling • 12 new colors • New side tape treatment • And more.

'Cuda comes through with enough optional/standard equipment combinations to fill a phone book. For GT buffs, there is the slick handling 'Cuda 340 complete with front and rear stabilizer bars. If you're a straight-liner, there is a 440 6-barrel or Hemi to choose from. And if drive-in cruising is your sport, there is a list of dress-up options that run the gamut from backlight louvers to chin spoilers, not to mention Shaker hoods, and super slick paint treatments. As if that's not enough, 'Cuda comes through with: • Tough new front-end styling • Vinyl buckets as standard equipment • Optional Stereo Tape Cassette with the ability to record off the radio • And we're just getting started.

Sport Fury GT comes through in 1971 with the quietest, most secure ride this luxurious performance car has ever

had as a result of Torsion-Quiet Ride. But don't start thinking we've taken any of its zap away. As a matter of fact, the standard 440 V-8 is 20 horsepower stronger than last year. And that's just the beginning as Sport Fury GT comes through with: • All-new front-end treatment • High-level ventilation • The smooth lines of ventless side glass • And much more.

What does the System do for you? When you join the Rapid Transit System, you're getting a lot more than a big V-8, a 4-speed and a jillion dollar option list.

That's because RTS philosophy says performance cars do not live by cubic inches alone. So the System devoted great quantities of time to developing such things as suspension systems, brakes and transmissions. All the underpinnings that make the difference between runners and also-rans.

Then they're mated to just exactly the right body configuration. And just exactly the right engine. You could say the RTS produces complete performance, not just cars.

So before you join the System, consider your primary driving needs. And order accordingly. You can modify if you want to, but it won't really be necessary. The System has already come through for you.

Putting it together in the System. Or, where do we go from here? Now hold on. Just because the System is designed to produce the best combination of what things make which cars go best, that doesn't mean you can't get your licks in.

Fact is, we're geared up to keep your initial cost down. So if you want to do a little creating of your own, the sky's the limit. Take a shot at the back two pages. Lots of trick "dress-up" options there, all guaranteed to add at least 10 mph to your car's curbside appearance.

And for those who like to really get into the machinery

—the "Howcanmakeitreallyrun" people, the System's got a lot to give. Quads, cams, scatterproof housings, the works. And, to back it up, there are tune-up brochures, and supercar clinics. And to back those up, a list of performance parts companies a mile long covering everybody from Isky cams to Fram filters. To lay your hands on this stuff, see your Rapid Transit dealer, or write to the Rapid Transit System, P.O. Box 7749, Detroit, Michigan 48207. If you can't get what you want there, you probably don't need what you're looking for.

As for finding out just what you get with each RTS package, what's standard with what, and where do the extras go, that all comes clear in the next 11 pages.

But before you start going through the book, whip out the back cover. That's where the nuts and bolts are, and the layout's designed to make comparing standard things to extra things easier. Plus showing how the Rapid Transit System comes through.

Standard Safety Features. Large rear reflectors and lights • Fuel-tank impact protection • Lane-change turn signal • Locking steering column • Superior seat belt anchorage • Energy-absorbing steering column and wheel • Energy-absorbing instrument panel • High-strength windshield • Energy-absorbing front seat-back and armrests • Seat belts, all seating positions • Shoulder belts, 2 front • Manual door locks-levers with non-override lock feature, except driver's door • Interlocking door latches • Flush-type inside door release levers • Larger cushioned sun visors • Dual braking system with warning light • Side marker lights • Hazard warning light system • Windshield wipers, 2-speed, electric • Vinyl-clad day/night inside rearview mirror on double-ball-joint mount* • Head restraints, 2 front • Locking latch on front seat-backs • Left outside rearview mirror • Bias-belted tires.

*Opt. on Duster 340



Road Runner

The shape is all-new, but the philosophy is the same. For 1971, America's first low-price Supercar sports all-new styling from the optional elastomeric front bumper to the short rear deck, with flared wheel wells and a sharply raked windshield in between. All wrapped around Road Runner's no-nonsense chassis and sold for a price you can afford.

Now that you've seen the car, we'll let our spec's do the talking.

Specifications: 1971 Road Runner

Body Style

2-door hardtop

Dimensions (Std.)

Wheelbase—115 in.

Overall Length—203.2 in.

Overall Height—52.7 in.

Overall Width—79.1 in.

Track (Front)—60.1 in.

Track (Rear)—62.0 in.

Drive Train (Std.)

Engine—383 CID V-8

Gross Horsepower—300 hp @ 4,800 rpm

Gross Torque—410 lbs.-ft. @ 3,400 rpm

Net Horsepower—250 hp @ 4,800 rpm

Net Torque—325 lbs.-ft. @ 3,400 rpm

Transmission—3-speed manual, all synchro, floor-mounted shift

Rear Axle (Std.)

Type—Chrysler-built, Heavy-duty

Ring Gear Dia.—8¾"

Axle Ratio—3.23

Drive Train (Opt.)

(See Inside Back Cover)

Suspension

Torsion Bars, Front—Heavy-duty 0.90" dia. (0.92 with 440 6-bbl. or Hemi)

Rear Springs, Left—Heavy-duty 4½ leaves (Extra H-D 5 leaves + 2 half leaves with 440 6-bbl. or Hemi)

Rear Springs, Right—Heavy-duty 4½ leaves (Extra H-D 6 leaves with 440 6-bbl. or Hemi)

Stabilizer Bar Front—Heavy-duty, 0.88" dia.

Brakes

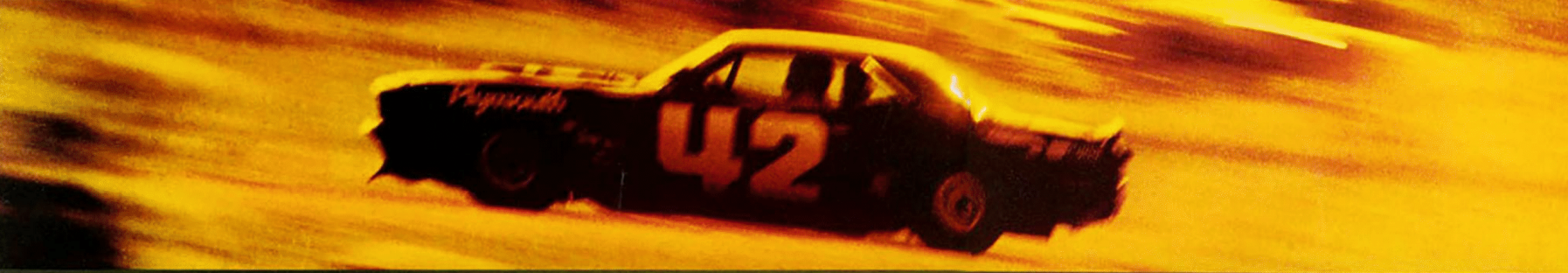
Std., Front—11" x 3" drums

Std., Rear—11" x 2½" drums

Optional—Disc, front/drum, rear

Rim Size—14" x 6"

Tire Size—F70 x 14 (G70 x 14 std. w/440 6-bbl. or Hemi, opt. for 383)



'Cuda

For 1971, our 'Cuda is nearly a system unto itself. The engine lineup starts with a standard 383 4-bbl., includes a lightweight high-winding 340 and goes all the way up to the zofitic 440 6-bbl. and Hemi. You can build your 'Cuda as muscular as you like—and you'll get the suspension to match. That's Plymouth's Rapid Transit System at work.

So much for the pretty words and pictures—for the real story, read on.

Specifications: 1971 'Cuda

Body Style

2-dr. hardtop or convertible

Dimensions (Std.)

Wheelbase—108 in.

Overall Length—186.6 in.

Overall Height—51.2 in.

Overall Width—74.9 in.

Track (Front)—59.7 in.

Track (Rear)—60.7 in.

Drive Train (Std.)

Engine—383 CID V-8

Gross Horsepower—300 hp @ 4,800 rpm

Gross Torque—410 lbs.-ft. @ 3,400 rpm

Net Horsepower—250 hp @ 4,800 rpm

Net Torque—325 lbs.-ft. @ 3,400 rpm

Transmission—3-speed manual, all synchro, floor-mounted shift

Rear Axle (Std.)

Type—Chrysler-built, Heavy-duty

Ring Gear Dia.—8 $\frac{3}{4}$ "

Axle Ratio—3.23

Drive Train (Opt.)

(See Inside Back Cover)

Suspension

Torsion Bars, Front—Heavy-duty, 0.90" dia. (0.92 with 440 6-bbl. or Hemi)

Rear Spring, Left—Heavy-duty 4 $\frac{1}{2}$ leaves (Extra H-D 5 leaves + 2 half leaves with 440 6-bbl. or Hemi)

Rear Spring, Right—Heavy-duty 4 $\frac{1}{2}$ leaves (Extra H-D 6 leaves with 6-bbl. or Hemi)

Stabilizer Bar, Front—Heavy-duty, 0.88 dia.

Brakes

Standard, Front—11" x 3" drums

Standard, Rear—11" x 2 $\frac{1}{2}$ " drums

Optional—Disc, front/drum, rear

Rim Size—14" x 6" (15" x 7" std. w/Hemi, opt. for 440/383/340)

Tire Size—F70 x 14 (F60 x 15 std. w/Hemi, E60 x 15 opt. for 440/383/340)



Duster 340

Take a light, highly responsive 340 CID V-8, wrap it in a sleek fastback shell with room for five, suspend it with leaf springs and torsion bars and what have you got? The Rapid Transit System's answer to the inflationary spiral—Duster 340. With standard features like wide ovals, floor shift, and a Thermo-Quad carb for 1971.

As a member of the System, it's capable of easy 14-second quarters—and a lot of the reasons are listed below.

Specifications: 1971 Duster 340

Body Style

2-dr. Sport Coupe

Dimensions (Std.)

Wheelbase—108 in.

Overall Length—188.4 in.

Overall Height—52.9 in.

Overall Width—71.6 in.

Track (Front)—57.5 in.

Track (Rear)—55.5 in.

Drive Train (Std.)

Engine—340 CID V-8

Gross Horsepower—275 hp @ 5,000 rpm

Gross Torque—340 lbs.-ft. @ 3,200 rpm

Net Horsepower—235 hp @ 5,000 rpm

Net Torque—310 lbs.-ft. @ 3,200 rpm

Transmission—3-spd. manual, all-synchro, floor-mounted shift

Rear Axle (Std.)

Type—Chrysler-built, Heavy-duty

Ring Gear Dia.—8¾"

Ratio—3.23

Drive Train (Opt.)

(See Inside Back Cover)

Suspension

Torsion Bar, Front—Heavy-duty 0.87" dia.

Rear Spring, Left—Heavy-duty 6 leaves

Rear Spring, Right—Heavy-duty 6 leaves

Stabilizer Bar, Front—Heavy-duty 0.88" dia.

Brakes

Standard, Front—10" x 2¼" drum

Standard, Rear—10" x 1¾" drum

Optional—Disc/Drum

Rim Size—14 x 5½"

Tire Size—E70 x 14"



GTX and Sport Fury GT

The Executive Branch of the Rapid Transit System has several announcements to make for 1971. First, the standard 440 V-8 in the posh Sport Fury has 20 more horsepower than last year's version. Second, the plush GTX interior is now contained in the slickest new body shape this side of Modena.

Read on. An additional 42 important announcements appear below.

Specifications: 1971 GTX

Body Style

2-door hardtop

Dimensions (Std.)

Wheelbase—115 in.

Overall Length—203.2 in.

Overall Height—53.0 in.

Overall Width—79.1 in.

Track (Front)—60.1 in.

Track (Rear)—62.0 in.

Suspension

Torsion Bar, Front—Heavy-duty 0.92" dia.

Rear Spring, Left—Heavy-duty 5 leaves + 2 half leaves

Rear Spring, Right—Heavy-duty 6 leaves

Stabilizer Bar, Front—Heavy-duty 0.88 in. dia.

Brakes

Standard, Front—11" x 3" drums

Standard, Rear—11" x 2½" drums

Optional—Disc, front/drum, rear

Rim Size—14" x 6"

Tire Size—G70 x 14

Optional Rim Size—15" x 7"

Optional Tire Size—G60 x 15

Specifications: 1971 Sport Fury GT

Body Style

2-door hardtop

Dimensions (Std.)

Wheelbase—120 in.

Overall Length—215.1 in.

Overall Height—55.0 in.

Overall Width—79.5 in.

Track (Front)—62.1 in.

Track (Rear)—62.0 in.

Suspension

Torsion Bar, Front—Heavy-duty 0.98" dia.

Rear Spring, Left—Heavy-duty 6 leaves

Rear Spring, Right—Heavy-duty 6 leaves

Stabilizer Bar, Front—Heavy-duty 0.94" dia.

Brakes

Standard, Power-assisted disc, front/drum, rear

Rim Size—15" x 6"

Tire Size—H70 x 15

The following Drive Train and Rear Axle specifications are the same for both GTX and Sport Fury GT.

Drive Train (Std.)

Engine—440 CID V-8

Gross Horsepower—370 hp @ 4,600 rpm

Gross Torque—480 lbs.-ft. @ 3,200 rpm

Net Horsepower—305 hp @ 4,600 rpm

Net Torque—400 lbs.-ft. @ 3,200 rpm

Transmission—High-upshift TorqueFlite auto.

Rear Axle (Std.)

Type—Chrysler-built, Heavy-duty

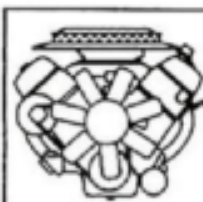
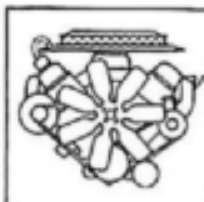
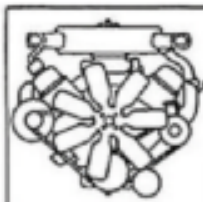
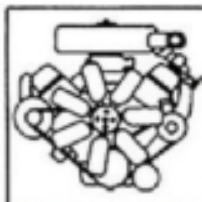
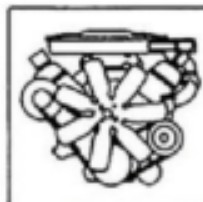
Ring Gear Dia.—8¾ in.

Ratio—3.23

Drive Train (Opt.)

(See Inside Back Cover)

Engines



	340 V-8	383 V-8	440 V-8	440 + 6 V-8	426 Hemi V-8
Gross Horsepower	275 @ 5,000	300 @ 4,800	370 @ 4,600	385 @ 4,700	425 @ 5,000
Gross Torque (lbs.-ft.)	340 @ 3,200	410 @ 3,400	480 @ 3,200	490 @ 3,200	490 @ 4,000
Net Horsepower	235 @ 5,000	250 @ 4,800	305 @ 4,600	330 @ 4,700	350 @ 5,000
Net Torque (lbs.-ft.)	310 @ 3,200	325 @ 3,400	400 @ 3,200	410 @ 3,200	390 @ 4,000
Bore	4.04	4.25	4.32	4.32	4.25
Stroke	3.31	3.38	3.75	3.75	3.75
Compression	10.3 to 1	8.5 to 1	9.5 to 1	10.3 to 1	10.2 to 1
Displacement	340 CID	383 CID	440 CID	440 CID	426 CID
Carburetor	4-bbl. Carter	4-bbl. Holley	4-bbl. Carter	3 2-bbl. Holley	2 4-bbl. Carter AFB
Air Cleaner	Dual Snorkel	Single Snorkel	Dual Snorkel	Unsilenced*	Unsilenced*
Exhaust	Dual/Free Flow	Dual/Free Flow	Dual/Free Flow	Dual/Free Flow	Dual/Free Flow
Camshaft type	Hydraulic— High Lift/ Long Duration	Hydraulic— High Lift/ Long Duration	Hydraulic— High Lift/ Long Duration	Hydraulic— High Lift/ Long Duration	Hydraulic— High Lift/ Long Duration
Cam Duration (intake/exhaust/ overlap)	268°/276°/44°	268°/284°/46°	268°/284°/46°	268°/284°/46°	284°/284°/60°
Intake Valve Dia.	2.02	2.08	2.08	2.08	2.25
Exhaust Valve Dia.	1.60	1.74	1.74	1.74	1.94
Lifters	Hydraulic	Hydraulic	Hydraulic	Hydraulic	Hydraulic
Distributor	Dual-Breaker	Single-Breaker	Single-Breaker	Dual-Breaker	Dual-Breaker
Transmission (Std.)	3-speed man.	3-speed man.	TorqueFlite auto.	N.A.*	N.A.*
Transmission (Opt.)	4-speed man. TorqueFlite auto.	4-speed man. TorqueFlite auto.	4-speed man.	4-speed man. TorqueFlite auto.	4-speed man. TorqueFlite auto.
Application	Std. Duster 340 Opt. 'Cuda	Std. Road Runner 'Cuda	Std. GTX Sport Fury GT	Opt. 'Cuda Road Runner GTX Sport Fury GT	Opt. 'Cuda Road Runner GTX

*Except in California.

*TorqueFlite auto. std. on GTX & Sport Fury GT.

*TorqueFlite auto. std. on GTX.

The following information applies to all high-performance Plymouths**, depending on engine availability and your engine/transmission selection.

Engine	Trans.	3.23	3.54	3.55	3.91	4.10
340	Manual	Std.	N.A.	†	†	N.A.
383	Manual	Std.	N.A.	†	†	N.A.
440	Manual	N.A.	†	N.A.	N.A.	†
440 6-bbl.	Manual	N.A.	†	N.A.	N.A.	†
Hemi	Manual	N.A.	†	N.A.	N.A.	†

**Except Sport Fury GT, which is available with 3.23 and 2.76 ratios only.

Engine	Trans.	3.23	3.54	3.55	3.91	4.10
340	Auto.	Std.	N.A.	†	†	N.A.
383	Auto.	Std.	N.A.	†	†	N.A.
440	Auto.	Std.	N.A.	†	N.A.	†
440 6-bbl.	Auto.	Std.	N.A.	†	N.A.	†
Hemi	Auto.	Std.	N.A.	†	N.A.	†

†Available with Sure-Grip only.



COLORS. The key is to color-key. Check salesman to see how you can match optional vinyl roofs, protective side moldings with vinyl inserts, and with some models, bumper and rating mirror colors so they will match. Vinyl roofs are available in black, white, green, and gold.

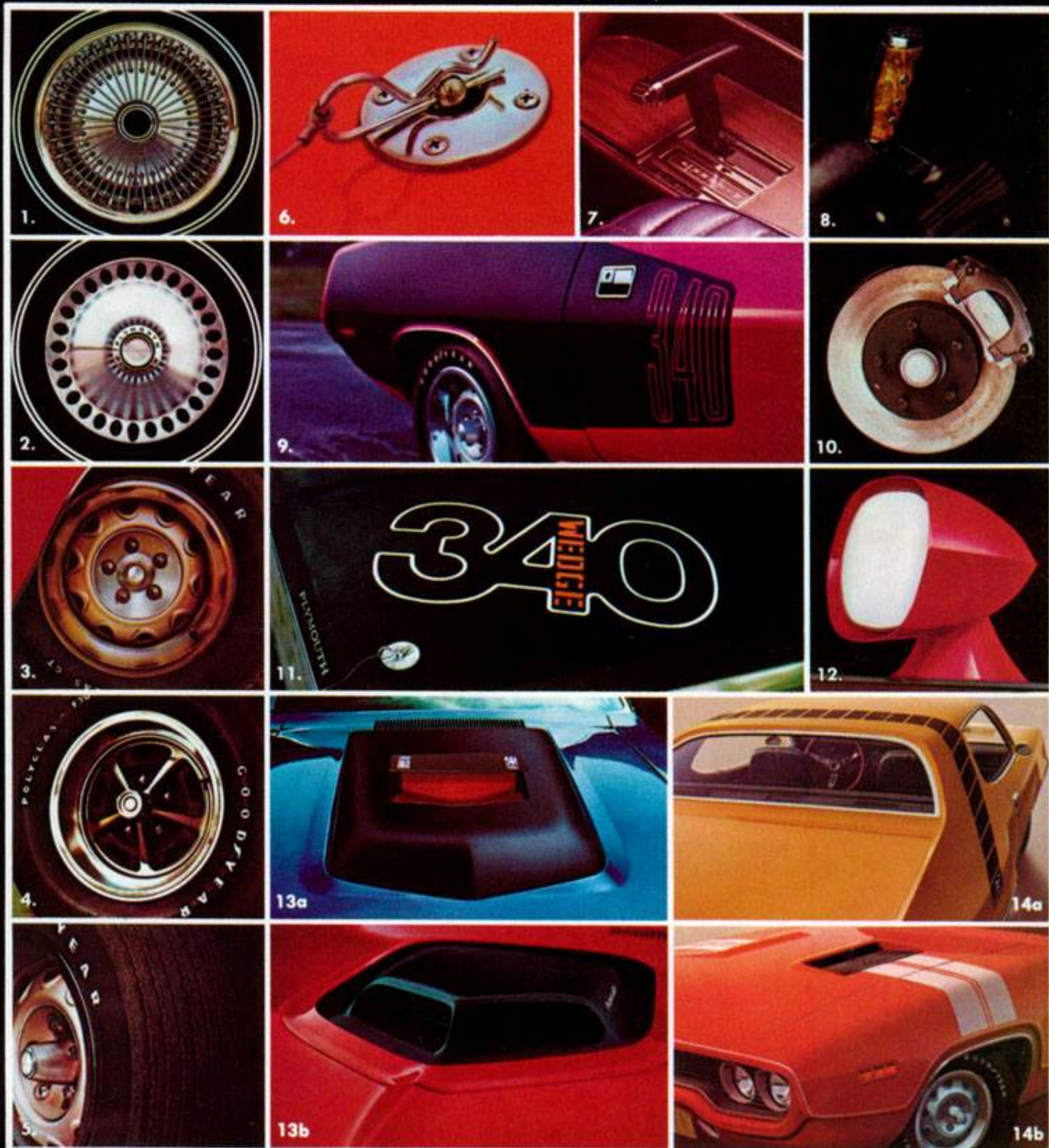
All product illustrations and specifications are based on authorized information. Although descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on product illustrations is optional, at extra cost. Chrysler Motors Corporation reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models. Specifications and product descriptions apply to North American-built vehicles only.

Options

1. Wire Wheel Cover. Available 'Cudas, Road Runners, and GTXs with 14" wheels; Duster 340. (Set of four) **2. Deluxe Wheel Cover.** Available Road Runners and GTXs with 14" wheels. (Set of four) **3. Rallye Road Wheel.** Set of four available in 14" x 5½" and 15" x 7" on 'Cuda, Road Runner and GTX. (14" x 5½" also available on Duster 340) **4. Chrome Styled Road Wheel.** Available in 14" x 5½" on 'Cuda, Road Runner and GTX. (Set of four) **5. Tires.** Every car in the System has standard fat bias-belted tires. Optional raised white letters are the hot set-up.

6. Hood Pins. Available Duster 340, Road Runner and GTX (Std. on 'Cuda). **7. T-Bar Shift Handle.** Combines with slap-stick shifter linkage for quick, sure gear changes on 'Cudas, Road Runners, and GTXs equipped with optional console and TorqueFlite transmission. **8. Pistol-Grip Shift Handle.** Allows you to really row the 4-speed. **9. 'Cuda.** Optional quarter panel trim completes the well equipped 'Cuda. **10. Disc Brakes.** Power-assisted disc front/drum rear brakes are optional on Road Runner, GTX, 'Cuda and Duster 340; standard on Sport Fury GT.

11. Duster 340. Brag a little with this optional hood treatment. **12. Racing Mirror.** Can be color-keyed to several exterior colors on Road Runner, GTX, 'Cuda and Duster 340. **13. Air Grabbers.** Oxygen-charged cold air gains admittance to (a) Road Runner/GTX or (b) 'Cuda engines through these driver controlled air grabbers. **14. Stripes.** New look in stripes for '71. Optional strobe stripe for (a) Road Runner or unique hood and fender stripe for (b) GTX.



More Options

1. Backlight Louvers. These "shades" can cut at least a quarter of a second from your curbside E.T. and are available 'Cuda, Road Runner, and GTX. **2. Tuff Steering Wheel.** 14½" diameter and 1" thick, this racing wheel feels as well as looks the part. **3. Rear Spoiler.** Available Duster 340, 'Cuda, Road Runner, and GTX. **4. Sport Fury GT.** The senior member of the System's executive branch carries a bench seat as standard equipment. Buckets (shown) are optional. **5. Duster 340.** Pic-

tured is Duster's optional bucket seat/console arrangement. Like Road Runner, all-vinyl bench seating is standard. **6. GTX & Road Runner.** Contour buckets are standard on GTX and optional on Road Runner. For 1971, several new color combinations (like the black and orange shown) are available. **7. 'Cuda.** All 'Cudas sport high-back vinyl buckets as standard equipment. Leather (trimmed in vinyl) versions like these are a luxurious option.



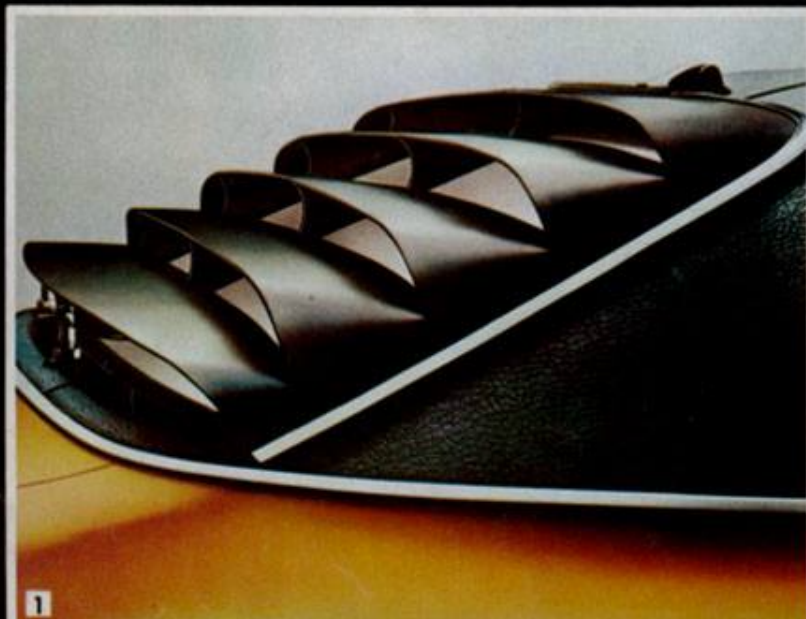
customer
care

Plymouth



CHRYSLER
MOTOR CORPORATION

Keep your Plymouth coming through in top condition. Service it with men who know it best. See your Plymouth Dealer.



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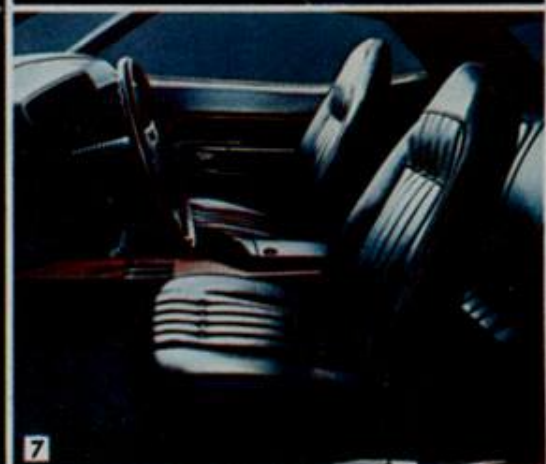
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